

EXHIBIT 14
Marketing Plans and Materials

Inspire plans to market to residential and small commercial customers online, at public events, at retail locations, and door-to-door. Additionally, Inspire may market using telemarketing and direct mail, but it does not have any immediate plans to do so. Inspire expects to use third party vendors, but cannot specify a particular vendor at this time.

Inspire has a robust training and sales quality program to ensure compliance with Supplier Regulations. First, sales representatives must pass a background check. Next, sales representatives must complete a live, in-person training that covers, *inter alia*, competitive retail electricity supply, Inspire's product offerings, and the rules and ethics of proper sales interactions, which covers all applicable regulatory requirements. Sales representatives are then tested on their comprehension of the material, and must answer 90% of the exam questions correctly to pass. Finally, sales representatives must sign a sales code of conduct, in which representatives commit to the type of good practices required by the Supplier Regulations and more.

Sales representative training and oversight is ongoing. Inspire regularly sends out refresher training modules, conducts additional training workshops, and shadows representatives in the field to ensure proper practices are followed.

To ensure Inspire has authorization to enroll an account, Inspire uses a phone TPV for all door-to-door sales, and an SMS TPV for all in-person public event and retail sales; and as a complementary control, Inspire blocks all TPV calls to voice-over-IP ("VOIP") numbers, as the use VOIP numbers can be associated with fraud. Further, all sales are performed using a GPS-enabled tablet. This allows Inspire to investigate any alleged incident involving an Inspire representative to determine (a) if in fact an Inspire representative was at the location in question and if so (b) identify the representative in order to take remedial action. Finally, Inspire conducts welcome calls for all new enrollments, during which Inspire solicits feedback on the sales interaction.

Regarding marketing materials, below is (1) a leave-behind that will be offered during all door-to-door sales, which is compliant with Section 11.8.5.5 (Inspire will update the leave-behind with a Delaware license number when such a license number is received) and (2) screenshots from Inspire's website.

Questions? Let's chat.

Our knowledgeable Member Support Specialists provide personalized feedback based on your home's unique energy profile. We love surprising and delighting our members with one-of-a-kind service. Get in touch through phone, chat, or email when you need us.

Call (866) 403-2620
Chat heliomspire.com
Email membersupport@heliomspire.com

Monday - Friday
9am - 5pm EST



Inspire One Subscription Plan

With our Inspire One clean energy subscription plan, you get one flat supply price that stays the same every month. No more high winter & summer bills. 100% clean energy, and cash rewards when you use less energy. Only available in select markets. Smart home tech bundles may also be available. Cancellation fees apply.

Fixed Rate Plan

With our fixed rate plans, you are charged per kWh at a pre-priced supply rate for the length of your term. 100% clean energy. kWh rate stability & cash back rewards (available for select plans). Cancellation fees apply.

Variable Rate Plan

With our variable rate plans, your supply rate can change month-to-month. 100% clean energy. flexible month-to-month plan with no fees to cancel, and cash back rewards (available for select plans).

FAQs

Will my service be interrupted?
No. Your service will seamlessly transition to Inspire within 1-2 billing cycles of your enrollment.

Who do I call in the event of a power outage?
Inspire is your energy supplier, but your electricity will still be delivered to your home by your local utility company. In the event of a power outage or service emergency, contact your local utility directly.

Will I get a separate bill?
No. Inspire's supply charge will show up on the supply or generation section of your current bill.

Can I cancel my account at any time?
Yes. However, cancellation terms vary based on your plan. Refer to your customer contract regarding any potential cancellation fees.

If I choose a subscription plan, does this mean I can use unlimited energy?

No. Inspire One is not an unlimited electricity plan. Inspire reserves the right to cancel your membership if your electricity usage exceeds the usage threshold specified in your contract. Please refer to your customer contract for details on special terms on your subscription plan.

If I choose a subscription plan, will my electricity bill be the same price every month?

No. The Inspire One energy subscription plan supports 100% wind power at one secure supply price for 12 months. Your utility still controls your distribution network and charges you for delivery every month to month. Inspire One can guarantee a secure supply charge.

heliomspire.com/offer_terms/

Information about your specific plan

Sales rep name

Sales rep ID #

Date of sale

PALE # A-2013-227-0882 - MD Lic # B-3295 - Off Out # 15-0436 (2)
NJ Lic # EEL-0936 - MA Lic # C01177 - IL Lic by W PSC - IL Out No. 17-0083



Hello
neighbor.



Welcome to Inspire.

By becoming an Inspire member today, you've joined a connected movement of people in over 3,000 cities across the U.S. who are powering their homes smarter and more efficiently.

When it comes your home, we think it's best to get with the times and not support energy generation that hurts the environment. That's why Inspire buys 100% clean energy on behalf of our members. Together, we're getting serious about the fight against climate change.

Any questions? Give our friendly member support team a buzz. We're committed to being the best energy company you've ever worked with. Thank you for choosing Inspire and joining us on our mission to make the world a cleaner, smarter place to live.

Looking forward to getting to know you.


The Inspire Team

Say hello to the Inspire smart home app. Control & automate your smart home in one place, from anywhere. To download, visit: helloninspire.com/smart-energy

Available on the App Store | Get it on Google Play

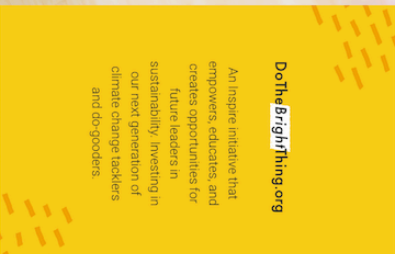


Share clean power. Give \$25, get \$25. Refer your friends and family to Inspire and you'll both receive \$25. There's no limit to how much you can earn!




DoTheBrightThing.org

An Inspire initiative that empowers, educates, and creates opportunities for future leaders in sustainability. Investing in our next generation of climate change tuckers and do-gooders.




Certified Corporation

Our mission comes first. We're proud to be a part of the B Corp movement, acting as a catalyst for positive global change and ethical business practices.



You're making an impact.


Since our founding, Inspire members have made an extraordinary impact on the environment. Powered by a connected movement, together we combat climate change with urgency, optimism, and more efficient homes.



216 wind turbines' output for one year*

800 million pounds of coal avoided*

20 million trees growing for 10 years*



*According to the EPA, the average annual residential U.S. energy usage was 12,148 kWh in 2012. Calculations based on the EPA Greenhouse Gas Equivalencies Calculator.

Subscribe to 100% clean energy.

Say goodbye to seasonal bill spikes. Inspire's subscription plan provides you with a custom, flat monthly supply price for 100% renewable energy through hot and cold months. Get your quote for clean energy in 5 minutes or less.

[Get a quote](#)

Or call [866-581-4490](#)



Custom clean energy plan for your home or business



One flat energy supply price every month



100% clean energy sourced from across the country



Inspire is a clean energy supplier connecting people to 100% clean energy.

Our subscription is priced to fit your home's characteristics and unique energy usage.

Standard utility companies charge for both the supply and delivery of energy. Inspire replaces your supply charge with a flat monthly price while your utility continues delivering your energy, sending your bill, and managing poles and wires.



FORTUNE

Best Small Businesses 2017

Mashable

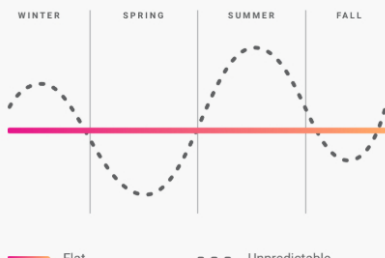
"The Netflix of power consumption is here thanks to this startup"

FAST COMPANY

"Replace your electric bill with a flat-rate, monthly subscription to wind power"

gtm:

"Inspire aims to create the world's first comprehensive 'smart energy' experience for the home."



How do we calculate your monthly price?

Using just your address, we calculate a custom price based on your home's characteristics and historical energy usage.

We call it an **energy subscription**. Regardless of your usage, your supply price stays the same every month.

Flat
Subscription
Pricing

Uncertain
Non-subscription
Pricing

Get my price

Sign up is easy.

Reveal your subscription price in 3 steps (and 5 minutes).

1 PLUG IN YOUR INFO

Provide us with your **address** and **utility account number**. This helps us quote your flat, clean energy subscription price.

2 GET YOUR PRICE

Uncover your just-for-you price calculated based on your home's characteristics and historical energy usage.

3 SIGN UP

Submit your application and we'll send it to your utility. You will continue to receive your same utility bill each month, but Inspire will take over your supply providing 100% clean energy.

How does Inspire work?



Inspire buys Renewable Energy Certificates from wind farms across the U.S. When you become a member, you offset the energy you consume with renewable sources. Together, we increase demand for clean energy on the electric grid.



Your utility company owns the power lines that carry your electricity, and they will still deliver and transmit electricity to your home. They will also still send your bill, with Inspire now listed as your energy supplier.



Your service will be completely uninterrupted, and within a few weeks, your home will support clean energy. Nothing changes, except your new supply price and the positive impact you're now making on the environment!

A PERFECT MATCH

Clean energy & smart technology.

Add smart devices to your clean energy subscription and get a truly smart home. Our personalized smart bundles are designed to improve efficiency, reduce environmental impact, and automate energy savings. The power is in your hands now.

100% clean
energy



+

Smart device
bundles



Make an impact with your home.

Join our community of members who use their homes for good. To date, Inspire members have used **1.3 billion kilowatt hours of clean energy** (and counting).

That's equivalent to:

1.1 billion pounds of coal not burned

248 wind turbines running for a year

210,104 cars off the road

Members are raving about our clean energy plans.



Aside from being 100% clean, Inspire has stellar customer service and great rates! They also provide useful tools to help keep customers' usage efficient.

Adrienne B. from Philadelphia



Really the whole Inspire experience. Low price, great flexibility, fantastic customer service, and fantastic overall experience.

Brian M. from Cincinnati



What a nice company to do business with. I'm so glad that I switched. It makes me feel good that I can help a little bit by cleaning up our air. I hope more people take a stand for clean air now and for our future.

Patricia R. from Pittsburgh

Finally, clean energy at one flat supply price.

[Get started](#)

LEARN MORE

[How It Works](#)
[For Business](#)
[Blog](#)
[Clean Energy Benefits](#)
[Impact Scholarship](#)

COMPANY

[About Us](#)
[FAQs](#)
[Press](#)
[Refer a Friend](#)
[Partner With Us](#)
[Site Map](#)
[Terms of Use](#)
[Privacy Policy](#)
[Careers](#)

CONTACT

[855-683-6216](tel:855-683-6216)
Monday–Friday 9am–6pm ET



© 2018 Inspire is a registered trademark.

Connect to your Inspire clean energy plan.

Sign up takes less than 5 minutes.



Enter your address.

ADDRESS

123 Windy Way, Windyville, PA



Your address determines which energy plans are available for you.

[Explore plan options →](#)

 We'll never share your information



CONTACT

(866) 581-4487

Monday thru Friday 9am - 6pm ET



Certified



Corporation

FORTUNE

Best Small Business 2017

© 2019 Inspire is a registered trademark

[Terms](#) · [Privacy](#) · [Referral Program](#)



Connect to your Inspire clean energy plan.

Sign up takes less than 5 minutes.



Choose your utility.


UTILITY

PECO



Looks like there are multiple utilities in your area.

Next →

 We'll never share your information



CONTACT

(866) 581-4487

Monday thru Friday 9am - 6pm ET



Certified



Corporation

FORTUNE

Best Small Business 2017

© 2019 Inspire is a registered trademark.

[Terms](#) · [Privacy](#) · [Referral Program](#)



1 Enter your info

2 Pick plan

3 Check out

Great News! We have 100% clean energy plans in Philadelphia.

Select the right clean energy plan for you.



PRICED FOR

Address incorrect? [Click to change](#)

MOST POPULAR

Inspire One

/Month

SUBSCRIPTION PRICE

12 month flat supply price

Clean Energy

100% National Wind

Early Cancellation Fee: \$10 for each remaining month of your contract

Select this plan

Clean & Green Secure 36

/kWh

FIXED RATE

36 month fixed supply rate

1% cash back after 12 months

100% National Wind

Early Cancellation Fee: \$10 for each remaining month

Select this plan

Clean & Green Secure 12

/kWh

FIXED RATE

12 month fixed supply rate

1% cash back after 12 months

100% National Wind

Early Cancellation Fee: \$10 for each remaining month of your contract

Select this plan

Clean & Green

/kWh

VARIABLE RATE

Variable supply rate

1% cash back after 12 months

100% National Wind

No early cancellation fee

Select this plan

Looking for business plans? [Click here](#)

Members are raving about our clean energy plans.



Brian M. from Cincinnati



Really the whole experience. Low price, great flexibility, fantastic customer service, and fantastic overall experience.



Patricia R. from Pittsburgh



What a nice company to do business with. I'm so glad that I switched. It makes me feel good that I can help a little bit by cleaning up our air. I hope more people take a stand for clean air now and for our future.



Adrienne B. from Philadelphia



Aside from being 100% renewable, Inspire has stellar customer service and great rates! They also provide useful tools to help keep customers usage efficient.

FAQs

Do I need to notify my utility that I'm switching to Inspire?

No. Your choice is encouraged by both your local utility company and your state utility commission. Your utility will still manage delivery of your electricity, including responsibility for your poles, meters, wires, and outages.

How does billing work? Do I pay Inspire directly?

Will Inspire cost more?

Is there any new equipment or change to my service?

How does a clean energy subscription plan work?

How is my energy clean?

✓ **SEAMLESS SWITCH**

You keep your utility, and Inspire handles the rest. Sign up in 5 minutes or less. No credit card or installation necessary.

✓ **CUSTOMIZED FOR YOU**

Select from a range of 100% clean energy plans. An Inspire One subscription generates one flat monthly price customized to your individual home and energy usage.

*Available in select markets only

✓ **EARN REWARDS**

Earn membership rewards for using less energy and referring friends.

*Available in select markets only

✓ **SMART ENERGY**

Add smart home devices at no upfront cost to help you save more.

*Available in select markets only

✓ **CONNECTED MOVEMENT**

Inspire is proud to be a member of the B Corp community. Similar to a Fair Trade or LEED Certification, it signifies that we are committed to using business as a force for good.

Why Inspire?
We personalize
clean energy.

As seen on

FORTUNE

Best Small Businesses
2017

Mashable

"The Netflix of power consumption is
here thanks to this startup"

**FAST
COMPANY**

"Replace your electric bill with a flat-
rate, monthly subscription to wind
power"

gtm:

"Inspire aims to create the world's first
comprehensive 'smart energy'
experience for the home."



CONTACT

(866) 581-4487

Monday thru Friday 9am - 6pm ET



© 2019 Inspire is a registered trademark

[Terms](#) · [Privacy](#) · [Referral Program](#)



Great choice!

We just need a little more info to wrap up.

Once you complete this form:

- It can take up to a few weeks to switch your energy supply with PECO.
- If you are eligible, you'll receive an e-mail about how you can start earning cash rewards for using less energy through our new Reduce & Redeem rewards program.

Name

Phone Number

Email

☐ Did you speak to an Inspire representative at any point?

Service Address

PECO Account Number

Your PECO account number ensures your energy supply switches to Inspire's clean energy plan. Inspire will be listed as your energy supplier on future bills from PECO. Don't worry, this is not an additional charge. Inspire is simply taking over as the supplier of your energy. PECO will continue distributing the energy.

[Where is my PECO Account Number?](#)

Billing Address

☒ My billing address is the same as my service address

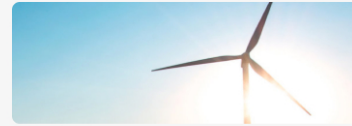
Questions? Give us a call at (866) 581-4487

Terms, Conditions & Disclosures

By submitting below, I confirm that I am an account holder or have been authorized by the account holder to make this service request, and authorize Inspire to perform the necessary tasks to complete my service request. I agree to the [Terms and Conditions](#) and have reviewed the [Historical Price Disclosure](#) of my new service plan. If you have provided a mobile phone number you agree that Inspire may contact you at that number, including via text message.

CLEAN ENERGY PLAN

Clean & Green Secure 36



/ kWh

For 36 months

[Checkout](#)

100% clean energy
No hidden fees

Cancellation fee:
\$10 for each remaining month



CONTACT

(866) 581-4487

Monday thru Friday 9am - 6pm ET



© 2019 Inspire is a registered trademark

[Terms](#) · [Privacy](#) · [Referral Program](#)

